

## ABSTRACT OF THE DISCLOSURE

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An information reproducing apparatus includes totaling means (flash memory) for counting and storing a frequency of reproductions for each data, and control means (CPU) for controlling reproduction based on a sum total calculated by the totaling means. The totaling means performs the following functions: adding a predetermined value to a sum total for a piece of music selected by a user for reproduction; not counting data for reproduction without user's instruction, such as random reproduction, and scan reproduction; adding just a predetermined frequency when the same piece of music is repeatedly reproduced more than the predetermined frequency during a repeat reproduction mode; and subtracting a predetermined value from the sum total for a piece of music targeted for skip during a skip reproduction mode. Thereby, a search operation of the information reproducing apparatus for selecting a desired piece of music from a vast amount of data can be facilitated, and usability thereof can be improved.